ORDER

Orders Order / Rev: 704044 06260366 Alt Order #: OBAMA FOR AMERICA Product Desc: WUSA Estimate: 1537 10/02/12 - 11/05/12 Flight Dates: Primary AE: Aaron Ashe Sales Office: Original Date / Rev: 08/02/12 / 08/02/12 T-WAS Order Type: Political Sales Region: NAT **Greer Margolis Mitchell** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 3050 K St NW EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Obama/D/President Name: A35+ New Business Thru: Demographic: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-5 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	344	\$249,075.00	\$211,713.75
10/29/12	11/05/12	106	\$70,300.00	\$59,755.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	344	\$249,075.00	\$211,713.75	0.00
November 2012	106	\$70,300.00	\$59,755.00	0.00
Totals	450	\$319,375.00	\$271,468.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	20%	\$319,375.00
Market	100%	\$1,596,875.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$399,218.75
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$558,906.25
WTTG	20%	\$319,375.00
WWPX	0%	\$0.00

Ln (Ch	Start	End	Inventory Code	Break	Start/End	l Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 W	VUSA	10/02/12	11/05/12	10-11a	CM	10-11a	MTWTF	:30	5	\$200.00 P-3	0.00 NM	25	\$5,000.00
				Let's Make a Dea	l								
LE	ET'S M	AKE A DE	EAL										
	Start	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 10/0	2/12	10/08/12	MTWTF	5	\$200.00	0.00						
Wee	ek: 10/0	9/12	10/15/12	MTWTF	5	\$200.00	0.00						
Wee	ek: 10/1	6/12	10/22/12	MTWTF	5	\$200.00	0.00						
Wee	ek: 10/2	3/12	10/29/12	MTWTF	5	\$200.00	0.00						

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Order / Rev: 704044 Advertiser: Obama/D/President

Alt Order #: 06260366 Product Desc: OBAMA FOR AMERICA WUSA

Flight Dates: 10/02/12 - 11/05/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WUSA	10/02/1	2 11/05/12	10-11a	CM	10-11a	MTWTF	:30	5	\$200.00 P-3	0.00 NM	25	\$5,000.00
LET'S M	IAKE A D	NE A I	Let's Make a Deal	I								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/3		11/05/12	MTWTF	<u>5</u>	\$200.00	0.00						
E 2 WUSA	10/02/1	2 11/05/12	Letterman	CM	1135P-1237	A MTWTF	:30	5	\$400.00 P-3	0.00 NM	25	\$10,000.00
			Late Night with Da	avid Lettermar	n(11:35 PM-1	2:35 XM)						
	_ETTERI		10 /2 - 1 - 1	01-00/1	Data	Darian						
Star Week: 10/0	rt Date	End Date 10/08/12	Weekdays MTWTF	Spots/Week 5	Rate \$400.00	Rating 0.00						
Week: 10/0		10/06/12	MTWTF	5	\$400.00	0.00						
Week: 10/	16/12	10/22/12	MTWTF	5	\$400.00	0.00						
Week: 10/2		10/29/12	MTWTF MTWTF	5	\$400.00	0.00						
Week: 10/3 E 3 WUSA		11/05/12		CM 5	\$400.00 11a-12p	0.00 MTWTF	:30	5	\$375.00 P-3	0.00 NM	25	\$9,375.00
E 3 WUSA	10/02/1	2 11/05/12	Price Is Right The Price is Right		11a-12p	IVII VV I I'	.30	5	\$375.00 F-3	U.UU INIVI	25	φ9,575.00
PRICE I	S RIGHT	-	g									
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/08/12	МГWГF МГWГF	5	\$375.00	0.00						
Week: 10/0 Week: 10/		10/15/12 10/22/12	MTWTF	5 5	\$375.00 \$375.00	0.00 0.00						
Week: 10/2		10/29/12	MTWTF	5	\$375.00	0.00						
Week: 10/3	30/12	11/05/12	MTWTF	5	\$375.00	0.00						
E 4 WUSA	10/02/1	2 11/05/12		CM	9A-3P	MTWTF	:30	5	\$400.00 P-3	0.00 NM	25	\$10,000.00
SOADB	OT/THE	TALK	Daytime		(12:30 PM-3	:00 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/08/12	MTWTF	<u>5</u>	\$400.00	0.00						
Week: 10/0		10/15/12	MTWTF	5	\$400.00	0.00						
Week: 10/		10/22/12	MTWTF	5	\$400.00	0.00						
Week: 10/2 Week: 10/3		10/29/12 11/05/12	MTWTF MTWTF	5 5	\$400.00 \$400.00	0.00 0.00						
E 5 WUSA			9 News @ Noon	CM	12-1230P	МГЖГБ	:30	5	\$300.00 P-3	0.00 NM	25	\$7,500.00
			9 News @ Noon					_	4			**,555.55
9 NEWS	ON TA											
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/0 Week: 10/0		10/08/12 10/15/12	MTWTF	5 5	\$300.00 \$300.00	0.00 0.00						
Week: 10/		10/13/12	MTWTF	5	\$300.00	0.00						
Week: 10/2	23/12	10/29/12	MTWTF	5	\$300.00	0.00						
Week: 10/3		11/05/12	MTWTF	5	\$300.00	0.00						
E 6 WUSA	10/02/1	2 11/05/12	3-4p The Doctors	CM	3-4p	МГЖГБ	:30	5	\$225.00 P-3	0.00 NM	25	\$5,625.00
THE DC	CTORS		The Doctors									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/08/12	MTWTF	5	\$225.00	0.00						
Week: 10/0 Week: 10/		10/15/12 10/22/12	MTWTF MTWTF	5	\$225.00 \$225.00	0.00						
Week: 10/2		10/22/12	MTWTF	5 5	\$225.00	0.00 0.00						
Week: 10/3		11/05/12	MTWTF	5	\$225.00	0.00						
E 7 WUSA	10/02/1	2 11/05/12	•	CM	4-5p	MTWTF	:30	5	\$325.00 P-3	0.00 NM	25	\$8,125.00
			Dr. Phil									
DR. PHI	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/08/12	MTWTF	<u>opots/vvcck</u>	\$325.00	0.00						
Week: 10/0	09/12	10/15/12	MTWTF	5	\$325.00	0.00						
Week: 10/		10/22/12	MTWTF	5	\$325.00	0.00						
Week: 10/2 Week: 10/3		10/29/12 11/05/12	MTWTF MTWTF	5 5	\$325.00 \$325.00	0.00 0.00						
E 8 WUSA			5-6a 9 News @ 5a		5-6a	МГЖГБ	:30	5	\$200.00 P-3	0.00 NM	25	\$5,000.00
			9News @ 5a	-				-				. ,
	NOW @				_	5						
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/0	UZ/ 1Z	10/08/12	7ATT AA T T	5	\$200.00	0.00				l	1	

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Order / Rev: 704044 Advertiser: Obama/D/President

Alt Order #: 06260366 Product Desc: OBAMA FOR AMERICA WUSA

Flight Dates: 10/02/12 - 11/05/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 8 WUSA	10/02/1	2 11/05/12	5-6a 9 News @ 5a	a CM	5-6a	MTWTF	:30	5	\$200.00 P-3	0.00 NM	25	\$5,000.00
			9News @ 5a									
9 NEWS	S NOW @	2 5AM										
Sta	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 10/		10/15/12	MTWTF	5	\$200.00	0.00						
Week: 10/		10/22/12	MTWTF	5	\$200.00	0.00						
Week: 10/2		10/29/12	MTWTF	5	\$200.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$200.00	0.00						•
E 9 WUSA	10/02/1	2 11/05/12	9 News @ 5p	CM	5-6p	MTWTF	:30	5	\$300.00 P-3	0.00 NM	25	\$7,500.00
O NITIMO	. AT ED		9 News @ 5p									
9 NEWS		E. J.D.	M/a aladassa	0	Data	Dette						
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/ Week: 10/		10/08/12 10/15/12	MTWTF	5 5	\$300.00 \$300.00	0.00 0.00						
Week: 10/		10/13/12	MTWTF	5	\$300.00	0.00						
Week: 10/		10/29/12	МГWГF	5	\$300.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$300.00	0.00						
E 10 WUSA	10/02/1	2 11/05/12	9 News @ 6p	CM	6-630p	MTWTF	:30	5	\$400.00 P-3	0.00 NM	25	\$10,000.00
			9 News @ 6p		•				·			
9 NEWS	S AT 6P		·									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	02/12	10/08/12	MTWTF	5	\$400.00	0.00						
Week: 10/	09/12	10/15/12	MTWTF	5	\$400.00	0.00						
Week: 10/		10/22/12	MTWTF	5	\$400.00	0.00						
Week: 10/2		10/29/12	MTWTF	5	\$400.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$400.00	0.00						
E11 WUSA	10/02/1	2 11/05/12	6-7a 9 News @ 6a	a CM	6-7a	MTWTF	:30	5	\$225.00 P-3	0.00 NM	25	\$5,625.00
0.1514/0		2 2444	9News @ 6a									
_	S NOW @					5						
	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF	5	\$225.00	0.00						
Week: 10/ Week: 10/		10/15/12 10/22/12	MTWTF MTWTF	5 5	\$225.00 \$225.00	0.00 0.00						
Week: 10/		10/22/12	MTWTF	5	\$225.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$225.00	0.00						
E 12 WUSA			CBS Evening New		630-7p	MTWTF	:30	-5	\$1,500.00 P-3	0.00 NM	25	\$37,500.00
	. 0, 0=, .	, 00,	CBS Evening Nev		оос . р		.00	Ū	ψ.,οσσ.σσ.	0.00		ψοι ,σσσισσ
CBS EV	ENING I	NEWS	J									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF		\$1,500.00	0.00						
Week: 10/	09/12	10/15/12	MTWTF	5	\$1,500.00	0.00						
Week: 10/	16/12	10/22/12	MTWTF		\$1,500.00	0.00						
Week: 10/		10/29/12	MTWTF		\$1,500.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$1,500.00	0.00						
E 13 WUSA	10/02/1	2 11/05/12	0 1		7-730p	MTWTF	:30	5	\$350.00 P-3	0.00 NM	25	\$8,750.00
0.11=10:0	. TO: "C		9 News Tonight 7	p								
	STONIG					5						
	rt Date	End Date		Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF MTWTF	5	\$350.00	0.00						
Week: 10/ Week: 10/		10/15/12 10/22/12	MTWTF	5 5	\$350.00 \$350.00	0.00 0.00						
Week: 10/		10/22/12	MTWTF	5	\$350.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$350.00	0.00						
E 14 WUSA			CBS This Morning	CM	7-9a	MTWTF	:30	5	\$125.00 P-3	0.00 NM	25	\$3,125.00
	. 5, 52, 1	,,	CBS This Morning			1111111	.00	J	ψ. <u>_</u> 0.001 0	3.30 THIVE		ŢJ, 120.00
CBS TH	IIS MORI	NING		,								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/08/12	MTWTF	5	\$125.00	0.00						
Week: 10/	09/12	10/15/12	MTWTF	5	\$125.00	0.00						
Week: 10/		10/22/12	MTWTF	5	\$125.00	0.00						
Week: 10/		10/29/12	MTWTF	5	\$125.00	0.00						
Week: 10/		11/05/12	MTWTF	5	\$125.00	0.00						
E 15 WUSA	10/02/1	2 11/05/12		CM	9-10a	MTWTF	:30	5	\$100.00 P-3	0.00 NM	25	\$2,500.00
			Inside Edition/Insi	der								

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Order / Rev: 704044 Advertiser: Obama/D/President

Alt Order #: 06260366 Product Desc: OBAMA FOR AMERICA WUSA

Flight Dates: 10/02/12 - 11/05/12 Estimate: 1537

Ln Ch Start INSIDE EDITION	End	Inventory Code	Break	Start/End	I Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			I	ı	
Week: 10/02/12	10/08/12	MTWTF	5	\$100.00	0.00					
Week: 10/09/12	10/15/12	MTWTF	5	\$100.00	0.00					
Week: 10/16/12	10/22/12	MTWTF	5	\$100.00	0.00					
Week: 10/23/12	10/29/12	MTWTF	5	\$100.00	0.00					
Week: 10/30/12	11/05/12	МТЖТБ	5	\$100.00	0.00					
E 16 WUSA 10/05/1	2 11/02/12		CM	8-9P	F	:30	1 \$1,400.00 P-3	0.00 NM	5	\$7,000.00
LINDEDCOVED	DOCC	CSI: NY		(8:00 PM-9:	00 PM)					
UNDERCOVER		\\\\- a . d = =	Consta AM and	Data	Datina					
Start Date Week: 10/01/12	End Date 10/07/12	Weekdays F	Spots/Week	Rate \$1,400.00	Rating 0.00					
Week: 10/01/12	10/07/12	F	1	1	0.00					
Week: 10/05/12	10/14/12	F	1	\$1,400.00	0.00					
Week: 10/22/12	10/28/12	F	1	1	0.00					
Week: 10/29/12	11/04/12	F	1	\$1,400.00	0.00					
E 17 WUSA 10/06/1	2 11/03/12	Sat Prime C	CM	10-11P	S-	:30	1 \$1,200.00 P-3	0.00 NM	5	\$6,000.00
		Saturday 10-11P								
48 HOURS MYS										
Start Date	End Date	Weekdays G	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	S- S-		\$1,200.00	0.00					
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	S-	1	\$1,200.00 \$1,200.00	0.00 0.00					
Week: 10/13/12 Week: 10/22/12	10/21/12	S-	-	\$1,200.00	0.00					
Week: 10/29/12	11/04/12	S-		\$1,200.00	0.00					
E 18 WUSA 10/06/1	2 11/03/12	8-10a Sa CBS Th	is Morr@M	8-10AM	S-	:30	1 \$150.00 P-3	0.00 NM	5	\$750.00
		CBS This Morning	g: Saturday							
CBS THIS MOR										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/01/12	10/07/12	S- S-	1	\$150.00 \$150.00	0.00					
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	S-	1	\$150.00 \$150.00	0.00 0.00					
Week: 10/13/12 Week: 10/22/12	10/21/12	S-	1	\$150.00	0.00					
Week: 10/29/12	11/04/12	S-	1	\$150.00	0.00					
E 19 WUSA 10/07/1	2 11/04/12	Sun Prime A	CM	7-8P	S	:30	1 \$7,000.00 P-3	0.00 NM	5	\$35,000.00
00 MM II ITTO		60 Minutes								
60 MINUTES	E. J.D.	MA alada	0	Data	Detien					
Start Date	End Date	Weekdays S	Spots/Week	Rate	Rating					
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	S	1	\$7,000.00 \$7,000.00	0.00 0.00					
Week: 10/05/12	10/14/12	S		\$7,000.00	0.00					
Week: 10/22/12	10/28/12	S		\$7,000.00	0.00					
Week: 10/29/12	11/04/12	S	1	\$7,000.00	0.00					
E 20 WUSA 10/04/1	2 11/01/12	Thu Prime C	CM	10-11P	T	:30	1 \$4,000.00 P-3	0.00 NM	5	\$20,000.00
DEDOOM OF IN	TEDEOT	Elementary								
PERSON OF IN		\\\\- a . d a a	Consta AM and	Data	Datina					
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$4,000.00	Rating 0.00					
Week: 10/01/12 Week: 10/08/12	10/07/12	T		\$4,000.00	0.00					
Week: 10/15/12	10/21/12	T	1	\$4,000.00	0.00					
Week: 10/22/12	10/28/12	T	1	\$4,000.00	0.00					
Week: 10/29/12	11/04/12	T		\$4,000.00	0.00					
E 21 WUSA 10/02/1	2 11/05/12	•	CM	M-Su 11-11	35p MTWTFSS	:30	7 \$1,000.00 P-3	0.00 NM	35	\$35,000.00
O NITIME NOW!	9 44 DM	9 News @ 11p								
9 NEWS NOW @ Start Date	End Date	Mookdovo	Spots/Week	Poto	Poting					
Week: 10/02/12	10/08/12	Weekdays MTWTFSS		Rate \$1,000.00	Rating 0.00					
Week: 10/02/12 Week: 10/09/12	10/06/12	MTWTFSS		\$1,000.00	0.00					
Week: 10/16/12	10/22/12	MTWTFSS		\$1,000.00	0.00					
Week: 10/23/12	10/29/12	MTWTFSS		\$1,000.00	0.00					
Week: 10/30/12	11/05/12	MTWTFSS		\$1,000.00	0.00				ı	
E 22 WUSA 10/02/1	2 10/30/12		CM	10-11P	- T	:30	1 \$4,000.00 P-3	0.00 NM	5	\$20,000.00
CSI		Vegas								

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WUSA

Order / Rev: 704044 Advertiser:

Alt Order #: 06260366 Product Desc: OBAMA FOR AMERICA

Flight Dates: 10/02/12 - 11/05/12 Estimate: 1537

Ln Ch Start End	Inventory Code	Break	Start/End	l Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 22 WUSA 10/02/12 10/30/1	2 Tue Prime C	CM	10-11P	- T	:30	1	\$4,000.00 P-3	0.00 NM	5	\$20,000.00
	Vegas									
CSI										
Start Date End Dat	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12		1	\$4,000.00	0.00						
Week: 10/08/12 10/14/12		1	\$4,000.00	0.00						
Week: 10/15/12 10/21/12		1	\$4,000.00	0.00						
Week: 10/22/12 10/28/12		1	\$4,000.00	0.00						
Week: 10/29/12 11/04/12	- T	1	\$4,000.00	0.00						
E 23 WUSA 10/02/12 10/30/1	2 Tue Prime A	CM	8-9P	- T	:30	1	\$6,000.00 P-3	0.00 NM	5	\$30,000.00
	NCIS									
NCIS										
Start Date End Dat	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 10/07/12		1	\$6,000.00	0.00						
Week: 10/08/12 10/14/12		1	\$6,000.00	0.00						
Week: 10/15/12 10/21/12		1	\$6,000.00	0.00						
Week: 10/22/12 10/28/12		1	\$6,000.00	0.00						
Week: 10/29/12 11/04/12	- T	1	\$6,000.00	0.00						
E 24 WUSA 10/02/12 10/30/1	2 Tue Prime B	CM	9-10P	- T	:30	1	\$6,000.00 P-3	0.00 NM	5	\$30,000.00
	NCIS: Los Angel	es								
NCIS:LOS ANGELES										
Start Date End Dat	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12		1	\$6,000.00	0.00						
Week: 10/08/12 10/14/12	- T	1	\$6,000.00	0.00						
Week: 10/15/12 10/21/12		1	\$6,000.00	0.00						
Week: 10/22/12 10/28/12		1	\$6,000.00	0.00						
Week: 10/29/12 11/04/12	- T	1	\$6,000.00	0.00						

Obama/D/President

Totals 450 \$319,375.00